

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re application of:
NELSON, Robert W.

Appln. No.: 10/661,302

Examiner: LASTRA, D.

Conf. No.: 7815

Group Art Unit: 3688

Filed: 09/11/2003

Dkt. No.: NELSR-P01

C/N: 23,653

For: ADVERTISING SYSTEM

Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313

RESPONSE TO NEW NON-FINAL OFFICE ACTION

In response to the new non-final Office action dated October 9, 2009, which is in response to an Amendment filed on May 12, 2009, in connection with an appeal and Appeal Brief, which current action maintained a rejection of Claims 12 and 14-19 under 35
5 U.S.C. § 103, as being unpatentable over Magazine Advertising Guide [Guide] in view of Evans, US 2002-0036,654 ['654] kindly consider the following response.

There are no amendments to the Specification, to the Claims, or to the Drawings. Remarks begin on page 2.